

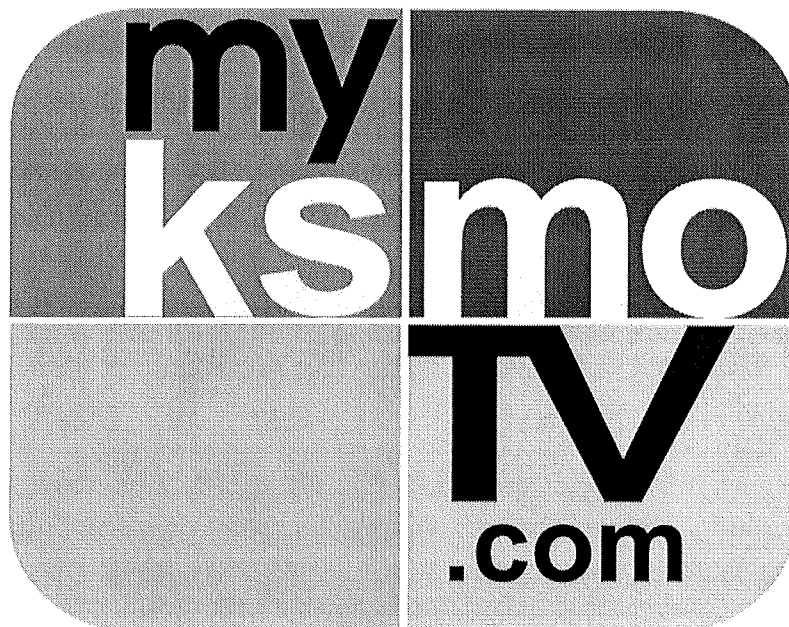
**2nd Quarter 2010**

**FCC Form 398 Children's Report**

**Submitted July 1, 2010**

**KSMO-TV**

**Kansas City, MO**



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## Children's Television Online Filing System

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### Submission Confirmation

Confirmation Number 107841  
Call Sign KSMO-TV  
Filing Quarter Date 06/30/2010  
Filing Date 06/30/2010

Please send comments via standard mail to the Federal Communications Commission, Consumer and Governmental Affairs Bureau, 445 12th Street, S.W., Washington, D.C., 20554. Questions can also be answered by calling the FCC's National Call Center, toll free, at 1-888-Call FCC (1-888-225-5322).

Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554  
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Federal Communications Commission  
Washington, DC 20554Approved by OMB  
3060-0754

## FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 06/30/2010

Call Sign	Channel Numbers	Community of License			
KSMO-TV	(analog) 47 (digital)	City	State	County	ZIP Code
		Kansas City	MO	Jackson	66128
Licensee Name					
Meredith Corporation					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network My Network TV		Kansas City	www.myksmotv.com		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
33336			02/01/2006		

### Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c).
- hours
3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?
- (b) Identify publishers who were sent information in 3(a).
4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.
- [There are no analog core program reports.]*

### Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.
- [There are no analog non-core program reports.]*

### Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.
- [There are no analog sponsored core program broadcast reports.]*
- [There are no analog sponsored core program detail reports.]*

### Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream.
- If No to 7(c), submit as an Exhibit a Statement of Explanation.
8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.
- (b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671.
9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?
- (b) Identify publishers who were sent information in 9(a).

4 hours

Y

Y

0 hours

0 hours

Y

TV Data for the Sunday Kansas City Star, TV Guide, Video Viewing, Tribune Media Services, FYI Television, Titan TV Guide

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Digital Core Program #1		Ultimate Choice		Origination	SYNDICATED
Regular Schedule		Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Saturdays 7am (4/3/10-6/26/10)		13			
Length of Program	Age of Target Audience		E/I Symbol Used As Required		
30 minutes	From	To			
	13 years	16 years	Y		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming					
<p>"Ultimate Choice Family" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications, they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control.</p>					

Title of Digital Core Program #2		What's Up/Que Pasa?		Origination	SYNDICATED
Regular Schedule		Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Saturdays 730am (4/3/10-6/26/10)		13			
Length of Program	Age of Target Audience		E/I Symbol Used As Required		
30 minutes	From	To			
	8 years	12 years	Y		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming					
<p>What's Up! Que Pasa? is a weekly multi-cultural show that emphasizes what we have in common with other cultures while teaching today's youth to appreciate our differences. Every week, the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation, to name a few, through a hip combination of rap and humor. Each episode is a fast-paced half hour of music, humor and on-location antics that keeps children entertained while educating them in language development, cross-cultural awareness and positive moral and health choices. Educational and informational segments by the hosts include Health Rap, Travel Time, DJ's Mailbox, Papa's Show &amp; Tell and Story Time.</p>					

Title of Digital Core Program #3	Origination
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Aqua Kids		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 8am (4/3/10-6/26/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	8 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Aqua Kids motivates young people to take an active role in reserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world.			

Title of Digital Core Program #4		Origination	
VJIAM.tv		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 830am (1/2/10 - 3/27/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
VJ IAM.tv is an E/I video journalism series for children 13 and up. All video journalists featured share their stories, skills, passions, and interest with their peers. After each segment, the host interviews the VJs to find out more about their experiences shooting the piece. This technique is implemented so that young people may identify with the experiences of the video journalists. Viewers are encouraged and given the confidence to seek their own identity through storytelling and video production. Additionally, in the weekly content, the series inspires teens by featuring examples of young people who are active in their communities. Topics explored range from health, fitness and green awareness to sports and entertainment.			

Title of Digital Core Program #5		Origination	
Mustard Pancakes		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 9am (4/3/10-6/26/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
MUSTARD PANCAKES is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving puppets. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Courtney's home is warm, friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories. MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program children learn by example, acquiring the tools necessary to help them to be responsible members of society.			

Title of Digital Core Program #6		Origination	
Critter Gitters		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 930am (4/3/10-6/26/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	9 years	14 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Critter Gitters combines the magical appeal of a popular nature show with exciting storylines centering on a group of neighborhood kids who join forces with two veterinarians and an inventive professor to form a search and rescue unit, a detective agency, and security force for animals. The Critter Gitters team works with authorities to solve animal mysteries and international crimes involving animals of various size, shape and species. Every episode contains the problem solving of ethical dilemmas, in addition to numerous amounts of educational material, such as information about animals, science and geography.</p>			

Title of Digital Core Program #7		Origination	
Animal Exploration with Jarod Miller		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 10am (4/3/10-6/26/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Jarod Miller travels the United States and beyond, introducing children to the common, unique, and unusual animals that inhabit the Earth. Each episode will teach children about the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.</p>			

Title of Digital Core Program #8		Origination	
Animal Rescue		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 1030am (4/3/10-6/26/10)	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>ANIMAL RESCUE serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals.</p>			

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?

Y

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

## Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

[There are no digital non-core program reports.]

## Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no digital sponsored core program broadcast reports.]

[There are no digital sponsored core program detail reports.]

## Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1	Origination	
Ultimate Choice	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturdays 7am (7/3/10-9/25/10)	13	
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>"Ultimate Choice Family" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications, they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control.</p>		

Title of Planned Core Program #2	Origination	
What's Up/Que Pasa?	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturdays 730am (7/3/10-9/25/10)	13	
Length of Program	Age of Target Audience	
30 minutes	From	To
	8 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>What's Up! Que Pasa? is a weekly multi-cultural show that emphasizes what we have in common with other cultures while teaching today's youth to appreciate our differences. Every week, the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation, to name a few, through a hip combination of rap and humor. Each episode is a fast-paced half hour of music, humor and on-location antics that keeps children entertained while educating them in language development, cross-cultural awareness and positive moral and health choices. Educational and informational segments by the</p>		

hosts include Health Rap, Travel Time, DJ's Mailbox, Papa's Show & Tell and Story Time.

<b>Title of Planned Core Program #3</b>		<b>Origination</b>	
Aqua Kids		SYNDICATED	
<b>Regular Schedule</b>		<b>Total Times to be Aired</b>	
Saturdays 8am (7/3/10-9/25/10)		13	
<b>Length of Program</b>		<b>Age of Target Audience</b>	
30 minutes		<b>From</b>	<b>To</b>
		8 years	12 years
<b>Describe the educational and informational objective of the program and how it meets the definition of Core Programming</b>			
Aqua Kids motivates young people to take an active role in reserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world.			

<b>Title of Planned Core Program #4</b>		<b>Origination</b>	
VJIAm.tv		SYNDICATED	
<b>Regular Schedule</b>		<b>Total Times to be Aired</b>	
Saturdays 830am (4/3/10 - 6/26/10)		13	
<b>Length of Program</b>		<b>Age of Target Audience</b>	
30 minutes		<b>From</b>	<b>To</b>
		13 years	16 years
<b>Describe the educational and informational objective of the program and how it meets the definition of Core Programming</b>			
VJ IAm.tv is an E/I video journalism series for children 13 and up. All video journalists featured share their stories, skills, passions, and interest with their peers. After each segment, the host interviews the VJs to find out more about their experiences shooting the piece. This technique is implemented so that young people may identify with the experiences of the video journalists. Viewers are encouraged and given the confidence to seek their own identity through storytelling and video production. Additionally, in the weekly content, the series inspires teens by featuring examples of young people who are active in their communities. Topics explored range from health, fitness and green awareness to sports and entertainment.			

<b>Title of Planned Core Program #5</b>		<b>Origination</b>	
Mustard Pancakes		SYNDICATED	
<b>Regular Schedule</b>		<b>Total Times to be Aired</b>	
Saturdays 9am (7/3/10-9/25/10)		13	
<b>Length of Program</b>		<b>Age of Target Audience</b>	
30 minutes		<b>From</b>	<b>To</b>
		13 years	16 years
<b>Describe the educational and informational objective of the program and how it meets the definition of Core Programming</b>			
MUSTARD PANCAKES is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving puppets. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Courtney's home is warm, friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories. MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program children learn by example, acquiring the tools			



necessary to help them to be responsible members of society.

Title of Planned Core Program #6		Origination	
Critter Gitters		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays 930am (7/3/10-9/25/10)		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		9 years	14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Critter Gitters combines the magical appeal of a popular nature show with exciting storylines centering on a group of neighborhood kids who join forces with two veterinarians and an inventive professor to form a search and rescue unit, a detective agency, and security force for animals. The Critter Gitters team works with authorities to solve animal mysteries and international crimes involving animals of various size, shape and species. Every episode contains the problem solving of ethical dilemmas, in addition to numerous amounts of educational material, such as information about animals, science and geography.			

Title of Planned Core Program #7		Origination	
Animal Exploration with Jarod Miller		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays 10am (7/3/10-9/25/10)		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Jarod Miller travels the United States and beyond, introducing children to the common, unique, and unusual animals that inhabit the Earth. Each episode will teach children about the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.			

Title of Planned Core Program #8		Origination	
Animal Rescue		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays 1030am (7/3/10-9/25/10)		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
ANIMAL RESCUE serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals.			

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(11)(iii)?

Y

16. Identify the licensee's children's programming liaison.

Name	Telephone Number